

Assignment TV

By **TERRENCE O'FLAHERTY**

This season, as we all know very well, television discovered childbirth. For several seasons it was Cowboys, then Doctors and Secret Agents. Last year Nuns were fashionable. Now it's Babies.

It's a wonder television didn't get around to it sooner. For a medium that has sought the lowest common denominator for two decades, child-

birth is a natural—even if it's a Caesarian. Mothers who can't identify with Western sheriffs, spies or nuns in orbit, can at least appreciate TV reruns of a drama in which they've appeared personally.

But when television sinks its teeth into a trend it seldom lets go until every show has an adaptation of it and

the public cries for mercy. Recently, viewers of the educational network were able to experience a Swedish childbirth (with English translation) plus an afterbirth of discussion by experts in allied activities such as sex education and the priesthood.

No long after that, ABC plunged headlong into childbirth after working up to it for 45 minutes with cows, dogs, sand dollars and sea horses.

THEN, God help us, Art Linkletter got into the act—not as a participant, at least, by presencing what they described as "a brief and de-

lightful film" of a Mrs. Frank Kandt of Granada Hills, Calif., undergoing natural childbirth with the assistance of a doctor and her husband, Frank.

After 25 years of giggling about it on radio and TV, Linkletter has finally got around to the real thing. And when he gets hold of anything you may be sure that it is not only "in" but marketable.

If your threshold of pain is high you may be interested in the following excerpt from a Linkletter Production bulletin: "Should a husband be allowed to assist the doctor and wife in delivering the child?"

"After 14 hours of labor Mrs. Kandt arrived in the de-

livery room; 25 minutes later, with Mr. Kandt assisting, the baby was born; five minutes after birth, Mrs. Kandt first nursed her infant; 25 minutes after birth she sat on the edge of the bed; 40 minutes after birth she walked to the nursery with her husband and child . . ."

And two days later she's on the Art Linkletter Show! Vaudeville isn't dead; it's just moved to television.

WHERE WILL motherhood strike next?

On the Ed Sullivan Show? If so, it will be the first time Sullivan didn't make a guest walk over to HIM for congrat-

Girl Scout Event Held For Dads

Girl Scouts of the Central Torrance Neighborhood held their annual Father-Daughter banquet Sunday at the South High School cafeteria.

Jim Alexander served as master of ceremonies for the event and the Sweet Adelines of Long Beach and the Symbols of Tyme, a Torrance High School band, entertained at the event.

Cadette Troop 1454, under the direction of Mrs. B. C. Riggs Jr. and Miss Carol Pickrell, planned and served the banquet. Marlene Muslin served as chairman.

Other girls who assisted included Dana Bissonette, Sheryl Collins, Kitty Flacy, Debbie Graham, Rita Graham, Chris Jensen, Becky Johns, Virginia Kline, Debbie Loner, Lorelei Madigan, Susan McClain, Shelly Merrell, Susan Riggs, and Frankie Rogers.

Torrance area merchants provided door prizes for the evening.

Geologist Appointed To Board

A Torrance geologist has been reappointed to a three-year term to the County Engineering Geologist Qualifications Board by Supervisor Burton W. Chace.

He is Jack R. Newville, of 417 Paseo de la Playa.

"Newville, a registered civil engineer, has been a good member of this County Board and I am pleased to recommend his reappointment," Chace said.

Newville has served on the Board since 1965.

Sales Top \$74 Million In March

March sales of the W. T. Grant Co. for the month ended March 31 topped \$74,000,000, according to Al Brockmire, manager of the W. T. Grant store at Carson Street and Normandie Avenue.

Actual sales were \$74,116,174. The March totals reflected a 3.01 per cent, or \$2,166,169 gain over March, 1967, according to Brockmire.

Sales for the two-month period of the new fiscal year are \$133.9 million, a gain of 10.3 per cent over the same period in 1967.

discount of savings in this ad!

EASTER Meat Specials at DISCOUNT PRICES!

Double Discount

FARMER JOHN LUER OR HOFFMAN **SMOKED • FULLY COOKED HAMS** BUTT PORTION OR WHOLE **39¢ LB.** FULL SHANK HALF **53¢ LB.**

FULLY COOKED READY TO EAT **CANNED HAMS**

- CUDAHY BAR S
- MORRELL
- DUBUQUE ROYAL BUFFET

5 LB. CAN \$4.19 EA.

SOME STORES CHARGE \$3.29

ECONOMY SIZE • EXTRA VALUE **DUBUQUE** 10 LB. ROYAL BUFFET FULLY COOKED • BONELESS CAN **77¢**

All Alpha Beta stores will be closed **EASTER SUNDAY** to permit our employees to enjoy the joyous holiday with their families.

ALPHA BETA Dependable Quality **GROUND BEEF** **39¢ LB.**

Fresh ECONO-PAK 3 LBS. or OVER **59¢**

Fresh PRE-SEASONED **MEAT LOAF** READY TO BAKE **59¢**

ALPHA BETA Best for Less!

ALPHA BETA WESTERN **RIB ROAST** 89¢ LB. **BONELESS SHOULDER** 89¢ LB. **CLOD ROAST** 89¢ LB. **BONELESS TOP ROUND STEAK** 1.09 LB. **CHUCK ROAST** 49¢

FROZEN LENTEN SPECIALS **BREADED SHRIMP** MRS. FRIDAY'S **69¢** **FRESH FILLET OF PACIFIC ROCKFISH** 68¢ **WESTERN OYSTERS** 87¢

IOWA MAID • SLICED BACON 1-LB. PACKAGE **51¢**

ALPHA BETA BACON 1-LB. PACKAGE **57¢**

FARMER JOHN BACON 1-LB. PACKAGE **57¢**

FARMER JOHN • PURE PORK • SKINLESS LINK SAUSAGE 1/2 LB. PKG. **28¢**

Double Discount

FULLY COOKED • READY TO EAT **BONELESS HAM**

- FARMER JOHN TAVERN **1.09 LB.**
- WILSON FESTIVAL **1.29 LB.**
- DUBUQUE ROYAL BUFFET **1.29 LB.**

JONES • FROZEN LINK SAUSAGES 98¢

ARMOUR • GOLDEN STAR FRESH FROZEN Self-Basting TURKEY 55¢

U.S.D.A. GRADE A • FRESH FROZEN ALPHA BETA — TOP OF THE CROP TURKEYS 35¢ **TOMS** 35¢ **HENS** 39¢

THESE PRICES EFFECTIVE THURSDAY THROUGH WEDNESDAY APRIL 11 THROUGH 17

DELICATESSEN & CREAMERY

ALPHA BETA • 6-OUNCE PACKAGE • SLICED COOKED SALAMI 36¢

ALPHA BETA • 6 OUNCE PACKAGE LUNCHEON MEAT 36¢

ALPHA BETA • 14-OUNCE PACKAGE • SLICED LARGE BOLOGNA 59¢

ALPHA BETA • PROCESSED • 3-SLICE PACKAGE AMERICAN CHEESE 35¢

ALPHA BETA • 1-LB. PACKAGE • READY TO EAT 3 PIECES OF CHICKEN 1.99

McDOY • 3-OUNCE PACKAGE SHEED CORNED BEEF 55¢ **49¢**

McDOY • 3-OUNCE PACKAGE SLICED PASTRAMI 45¢ **39¢**

HERBEN NATIONAL • 12-OUNCE MIDGET SALAMI 1.19 **98¢**

HERBEN NATIONAL • 12-OUNCE KNOCKWURST 1.19 **98¢**

HERBEN NATIONAL • 12-OUNCE SKINLESS FRANKS 1.19 **98¢**

WILSON • 1-LB. PACKAGE POLISH SAUSAGE 1.19 **99¢**

ALPHA BETA • 6-OUNCE PACKAGE • FRESH EASTER HOLIDAY SPECIAL EGG NOG 49¢

FLEISCHMANN'S • 1-LB. CARTON DIET MARGARINE 48¢ **41¢**

GOLDEN GROVE • 1/2 GALLON • REAL ORANGE JUICE BLEND 89¢ **69¢**

1-LB. CARTON • FIRST QUALITY • GRADE AA ALPHA BETA BUTTER 83¢ **79¢**

FROZEN FOODS

BRIDGFORD • FROZEN • UNBAKED BREAD 69¢ **49¢**

ALPHA BETA • 6-OZ. CAN HAWAIIAN PUNCH **10¢**

JOHNSTON • FAMILY SIZE • FROZEN FRUIT PIES 79¢ **64¢**

HALF GALLON • CATERING QUALITY • 7% VALUE ALPHA BETA ICE CREAM 75¢

ALPHA BETA • FROZEN • PACKAGE OF 6 CANS CORN ON THE COB 69¢ **65¢**

ALPHA BETA • FROZEN • 10-OUNCE PACKAGE BROCCOLI SPEARS 29¢ **22¢**

Double Discount

FROZEN SARA LEE CAKES & PASTRIES **69¢**

BANQUET • FROZEN DINNERS 43¢ **37¢**

FROZEN • 10-OUNCE PACKAGE GREEN GIANT VEGETABLES 37¢ **30¢**

HOUSEHOLD ITEMS

JOHNSON • 46-OUNCE CAN KLEAR WAX 1.19 **1.44**

JOHNSON • FROTHO • 13-OZ. CAN SPRAY WAX 69¢ **58¢**

JIF • 16-OUNCE SIZE OVEN CLEANSER 1.19 **1.19**

GIANT SIZE • DETERGENT JOY LIQUID 59¢ **58¢**

22-OUNCE SIZE • DETERGENT THRILL LIQUID 59¢ **58¢**

GIANT SIZE PACKAGE DREFT DETERGENT 83¢ **81¢**

LARGE SIZE IVORY BAR SOAP 19¢ **18¢**

GIANT SIZE PACKAGE GAIN DETERGENT 81¢ **79¢**

JUMBO SIZE PACKAGE • DETERGENT SALVO TABLETS 2.19 **2.17**

GIANT SIZE PACKAGE • DETERGENT IVORY SNOW 83¢ **81¢**

BAKERY & CONFECTIONS

WONDER • 6-PACK ENGLISH MUFFINS 37¢ **34¢**

ALPHA BETA • 12 OUNCE • 4% VALUE DANISH APPLE RING 39¢

ALPHA BETA BREAD **22¢**

15-OZ. LOAF FLUFFY REG. & SANDWICH WHITE OR WHEAT 25¢ **22¢**

ALPHA BETA EASTER EGG DYE 44¢

Double Discount

About Our DOUBLE DISCOUNTS

They mean extra savings for you. Made possible by special purchases with the cost reductions passed on to you. Look for them throughout the store.

INDIVIDUALLY FOL WRAPPED DUTCH TOWN • 16-OZ. PACKAGE SOLID CHOCOLATE EASTER EGGS 89¢ **69¢**

ALPHA BETA • 14-OZ. PKG. JELLY BEANS 39¢ **34¢**

ALPHA BETA • 16-OUNCE PACKAGE MARSHMALLOWS 29¢ **23¢**

CURTISS • 10-OUNCE PACKAGE MINIATURE MARSHMALLOWS 29¢ **16¢**

DUTCH TOWN • CHOCOLATE HOLLOW ANIMALS 36¢ **89¢**

BASKETS & NOVELTIES FILLED WITH CANDY 45¢ **to \$2.69**

9 VARIETIES • CANDY BASKET FILLERS ALPHA BETA CANDY 34¢ **45¢**

WHITMAN'S DECORATED EGGS 8-OZ. SIZE **45¢** 12-OZ. SIZE **72¢**

Newberrys Price Busters

Easter Treats Eye-Popping Values for Kiddies

MUSICAL PLUSH BUNNY **2.99**

Musical chime bunny with cute vinyl doll's face, curly rooted hair, bow trim.

PLUSH RABBIT ASSORTMENT **2.99 each**

Adorable be-whiskered sitting, running bunnies in brown or bright colors.

BIG 18" LONG SIT-ON BUNNY **2.57**

Big enough for tots to sit on! Cuddly plush with sturdy twill base. Bright colors.

CANDY FILLED STRAW BASKETS **each 1.19**

Crammed with yummy jelly, marshmallow eggs, lollipops, more! Big bow trim.

SUPER-SIZE 1 1/2-LB. HARETT **1.99**

A treat! Hollow milk chocolate with candy ribbon trim.

"MRS. HUTCH" 1 1/2-LB. HARETT **1.99**

Big candy trimmed mama, all pure hollow milk chocolate.

Just Say "Charge It!"

It's Easy to Charge It—Use Newberry's Convenient Credit

ROLLING HILLS PLAZA Pacific Coast Hwy. at Crenshaw
DOWNTOWN TORRANCE 81 Prado
REDONDO BEACH South Bay Center
PALOS VERDES Peninsula Center

every single day!

LEADER TOO!

Your Nearby Alpha Beta Markets Are Located at
Torrance: 3729 Cabrillo at Sepulveda
1130 170th St. at Azusa
Dominguez Hills/Carson: 190th at Avalon
Redondo: 1600 S. Pacific Coast Hwy.
Long Beach: 1900 S. Willow at Carson

ALPHA BETA Best for Less!

STORE HOURS
MON. THRU FRI. 10 A.M. to 9 P.M.
SAT. 10 A.M. to 7 P.M.